

Same mission. A more open identity.

Meals On extends a familiar purpose into a flexible visual and verbal system. The name stays active; the route can change.



Alex Dahdah / Independent MICA rebrand concept, developed further in October 2026.

Continuity in purpose. Freedom in expression.

Name	Meals on Wheels	Meals On
Purpose	Meals, connection and independence	The same social purpose
Naming idea	Established recognition	ON as active; ON as an open phrase
Visual expression	Established organization identity	Warm gradients and flowing contours
Delivery story	Community programs and local service	Explore suitable shared and local routes

Existing organization context: mealsonwheelsamerica.org, checked 26 October 2026. The proposal is independent and has not been adopted. It does not claim to invent companionship or local service.

Human warmth. Continuous movement.



Original reference photography and line language; warm color, tactile surfaces and uncluttered space. Generated stationery is an application study.

A small introduction. A coherent impression.



Business cards, letterhead and envelope. Exact SVG layout studies accompany this interpretive AI mockup.

The identity comes to the table.



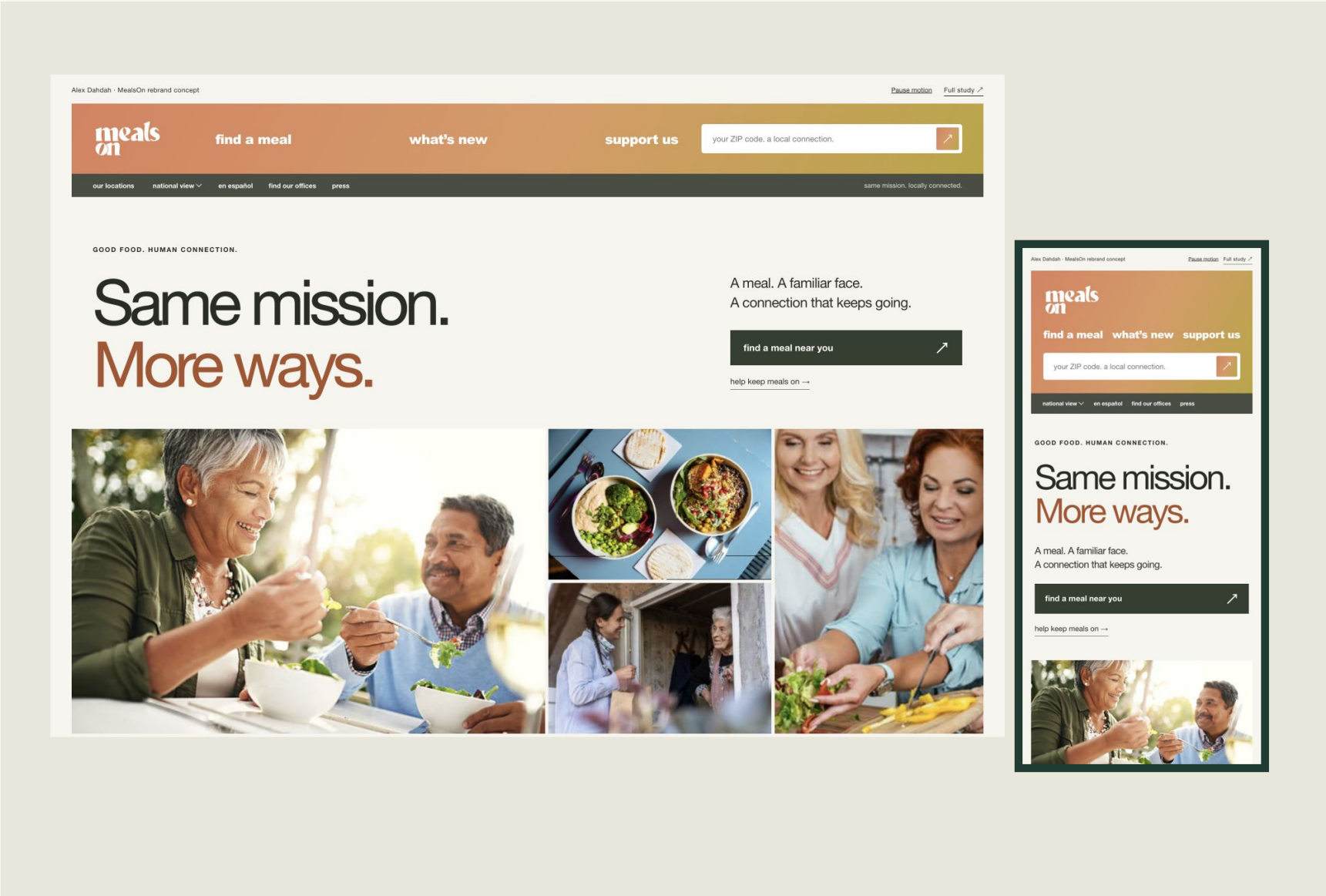
Plate, bowl and meal sleeve. Material, food-contact suitability and reuse cycles require production validation.

Recognized across every handoff.



National tote, regional insulated carrier and compact lunch bag. AI mockup; original vector marks govern production.

The original composition,
more carefully resolved.



Actual desktop and mobile prototype captures. The website is a design concept; no live service database or payments.

Keep Meals On complete.

Master identity	Use the original stacked wordmark alone for mastheads, business cards, containers and everyday recognition.
Local identity	Pair the master with the original regional emblem and descriptor. Place is a stable identity layer; a route is contextual.
Contextual continuation	MealsOn Air. MealsOn Wheels. MealsOn the Train Tracks. Add the ending to the existing On. Never add a second On.
Activation	ON versus OFF explains continuity. Keep the OFF demonstration away from real meal-service controls.

Protect the original drawing.

Artwork	Use the supplied vector paths. Do not retype, stretch, redraw or substitute generated mockup lettering.
Clear space	Proposed working rule: reserve at least half the height of the lower on around the master. Increase space beside detailed regional art.
Minimum size	Working review thresholds: 100 px wide on screen or 25 mm in print. Check serif counters and contrast at the actual output size before approval.
Background	Use a calm ground. Reverse to ivory on a dark or warm field; keep essential information in deep green on light surfaces.

Warmth with readable structure.

National palette

Ochre #BDA336 to coral #DF805D. Use broad, smooth transitions; avoid small gradient text.

Regional palette

Sage #7D9F8C and mint #D6E4D8, with deep green #203C32. Paper #FAF7EF gives the system breathing room.

Type hierarchy

Original Bely Display wordmark remains outlined artwork. Use a clear sans serif for navigation and service information. Confirm final font licensing before production.

Output

HEX values describe this digital study. Calibrate print proofs to stock and process; do not infer universal CMYK or food-safe inks.

A line forms the subject.

Subjects

Food, transport, routes, landscapes and regional symbols can become line illustrations. People remain photographic.

Construction

Favor flowing parallel contours, rounded terminals and intentional gaps. Build a readable silhouette, then add internal rhythm.

Scale

Use detailed motifs at display size. Below 64 px, simplify or use a dedicated icon; do not simply shrink dense artwork until lines merge.

Placement

Let contours extend across a surface, leaving clear zones for the logo and text. Avoid drawing over faces or placing decorative lines behind instructions.

Reveal, connect, settle.

Illustration	Draw contours in sequence over roughly 1.2–1.8 seconds, with short staggered starts. End on a complete, still mark.
Logo	Reveal the original shapes without distorting them. Keep the masthead stable after its first entrance.
Naming sequence	In the dedicated story section, hold MealsOn while Air, Wheels or the Train Tracks is revealed. Pause long enough to read the entire phrase.
Accessibility	Respect reduced motion, show complete artwork immediately when requested, and provide a pause for recurring sequences. Motion must not block meal-finding.

Clear, warm, specific.

Core line	Same mission. More ways to make it happen.
Service language	Find a meal. Meet your local team. Help make the next connection. Use direct actions and avoid jargon.
Environmental story	Present route consolidation, active travel and reusable packaging as proposals to evaluate. Compare full routes, returns, washing and actual reuse.
Claims	No invented meal totals, guaranteed organic claims or measured carbon savings. Preserve human contact as a service priority, not an optional visual flourish.

From concept to considered production.

Included: seven exact vector application layouts, three application mockups, website renders, original logo and line masters, motion prototype, full study and working brand guidelines.

Flat SVGs preserve the original logo geometry and line motifs. They are editable layout studies, not press-ready artwork: confirm bleed, dielines, contact details, stock, inks, textile methods and food-contact requirements with suppliers.

People shown in the website are source photographs from the original coursework. Generated images show objects only. All new application scenes are identified as concept mockups. Original source artwork remains unchanged.